

Minutes of the
Public Affairs Advisory Group
5 June 1979
6B02, Hqs - 1000 Hours

Attending: OPA - Herbert Hetu, Chairman
OIG - Charles Briggs

DDO -
OGC -
NFAC -
CTS -
OLC -
OEEO -
DDA -
OPA -
"
"
"
"

Absent: RMS -
DDS&T
Compt

1. The PAAG reviewed a recently completed multi-projector slide show briefing which describes the role, mission, and organization of the Office of Public Affairs. The 10-minute unclassified presentation was prepared by the Presentational Means Branch, NFAC/PPG. It's intended use is for orientation of in-house groups and individuals. The PAAG members were enthusiastically in favor of the format and proposed use of the presentation and offered constructive comments on its content.

2. The Chairman introduced [] who recently joined the Media Branch of OPA as back-up media spokesman to []. Kathy was previously senior intelligence analyst at the White House Situation Room, detailed there from NFAC. [] was introduced as OPA's graduate summer intern.

3. The Chairman reported the status of the following Public Affairs projects:

- a. Multi-projector Show - This production on the CIA and the intelligence process is proceeding on schedule. The contractor, David Pesanelli Associates, has completed both script and story boards, but has determined that he needs additional still photographs of the employees whose voices will be heard during the show's narration. Shooting will commence on 18 June and the project is scheduled to be completed by 31 July. Following that, the 14-minute show will be available for presentation to groups that visit Headquarters, while a single-projector version will be made available for use away from Headquarters.

STAT
STAT
b. Production of Brochures - OPA is sponsoring an "Academic Relations" brochure and a magazine-format general information brochure about CIA. The contract with [] has been amended to include these projects, since much background effort has already been invested in [] in connection with the multi-projector show. Both brochures are expected to be available by Fall.

c. Speaker's Bureau - OPA has been moving ahead cautiously on the development of a Speaker's Bureau, not wishing to be inundated by requests for speakers before the capability to provide well-equipped speakers is available. OPA is exploring opportunities for training CIA speakers and is developing speech materials and other aids that might be provided speakers prior to each speaking engagement. Moreover, OPA has begun to recruit a head of the Speaker's Bureau. A GS-13 billet is available and the person selected to fill it is envisioned as someone capable of both organizing the Bureau and personally spearheading the speaking program. OPA is developing a Vacancy Notice, but in the meantime PAAG members were asked to recommend possible candidates for the job to the Director of Public Affairs.

STAT
STAT
STAT
d. Speaker Training - The Chairman reported that both he and [] had been given free demonstration training sessions in speaker training by an outside organization known as []. The [] technique is aimed at one-on-one executive training rather than classroom sessions and, although innovative and effective, is relatively more expensive. OPA is seriously exploring this and other forms of training which might be offered potential members of a Speaker's Bureau. The useful suggestion was made that [] might be used to train Agency trainers who could in turn develop an internal training program.

4. Public Affairs Award - A proposal to develop a Public Affairs award was discussed. Purpose of the proposed award was that it would provide a certificate of recognition to those in the Agency or Community who rendered special service to the Office of Public Affairs and to whom OPA wished to express special appreciation. The consensus among PAAG members was that extraordinary contributions should be recognized by established CIA awards or, for lesser contributions, by letters of thanks, but that a special PA award would be inappropriate. The Chairman agreed to table the proposal.

STAT
5. Current Issues - The Chairman led an informational discussion of the current status and Public Affairs' positions on a number of topical matters, including SALT II, Charters legislation, an FOIA request from [] and issues concerning the Publications Review Board and its charter.

6. CIA Relationships with Retirees - The Chairman noted the large number of CIA retirees that have entered the rolls since 1967 and discussed ways in which retirees might become sustaining supporters of their former profession. One project that has been proposed as a vehicle for greater cohesion among retirees would involve developing and maintaining an intelligence museum. PAAG members were invited to comment on this proposal and/or to provide in the future any other thoughts they might have which OPA could sponsor and which would be aimed at support of retired CIA employees.

7. In closing, the Chairman provided to each PAAG member copies of the DDCI's recent speech to the Central Missouri Press Association and, in addition, copies of a new OPA pamphlet which describes the memorial stars and the CIA seal and its heraldic significance.

8. The meeting was adjourned at 1135.

STAT



Executive Secretary

APPROVED:

STAT



Herbert E. Hetu, Chairman